



## USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 11/25 thru 12/01.

(prices in dollars per carton)

Fri. Nov 25, 2005

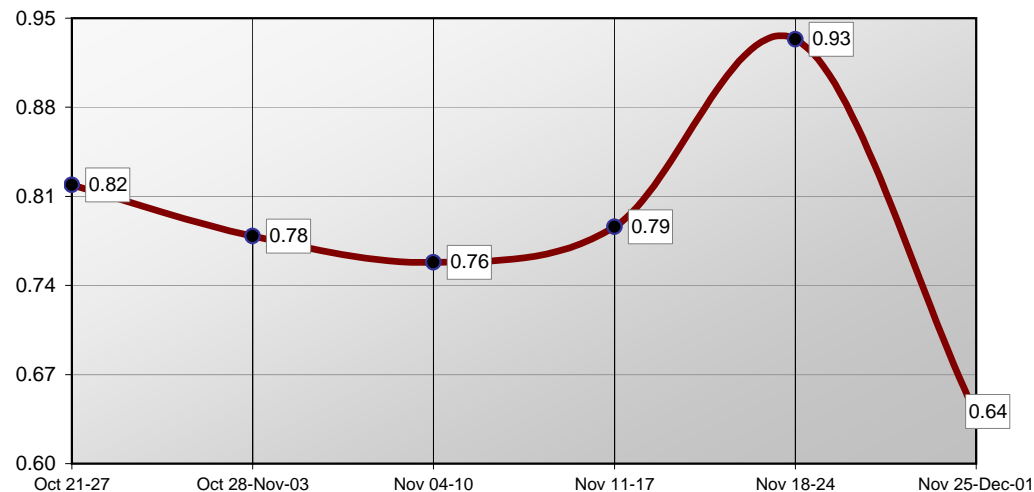
NATIONAL SUMMARY										
Feature Rate		THIS WEEK				PREVIOUS WEEK				
		12.3% of 16,700 stores				24.3% of 16,700 stores				
		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA				130 0.72 10 1.48				540 1.00 720 1.54	
	White 12 pack									
	White 18 pack									
	Brown 12 pack									
	USDA GRADE A				640 0.54 270 1.24				560 0.89 270 0.98 110 0.89	
	White 12 pack									
White 18 pack										
Brown 12 pack										
SPECIALTY	USDA ORGANIC				430 3.33				880 3.01	
	White 12 pack									
	Brown 12 pack									
	OMEGA-3				110 1.99 380 2.76		550 2.30		1,120 2.14 60 3.00	
	White 12 pack									
	Brown 12 pack									
CAGE-FREE				410 2.74				320 2.59		
White 12 pack										
Brown 12 pack										
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/		
Regular Shell Eggs (XL/LG; AA/A; W/B)				1,050		2,200		Large Eggs on		
Specialty Shell Eggs				1,330		2,930		Nov-21-2005		
Total (including Medium)				2,420		5,260		364.2		
Special Rate 4/:				2.0%		8.2%		down 23%		

5/: Inventory in thousands of 30-dozen cases.

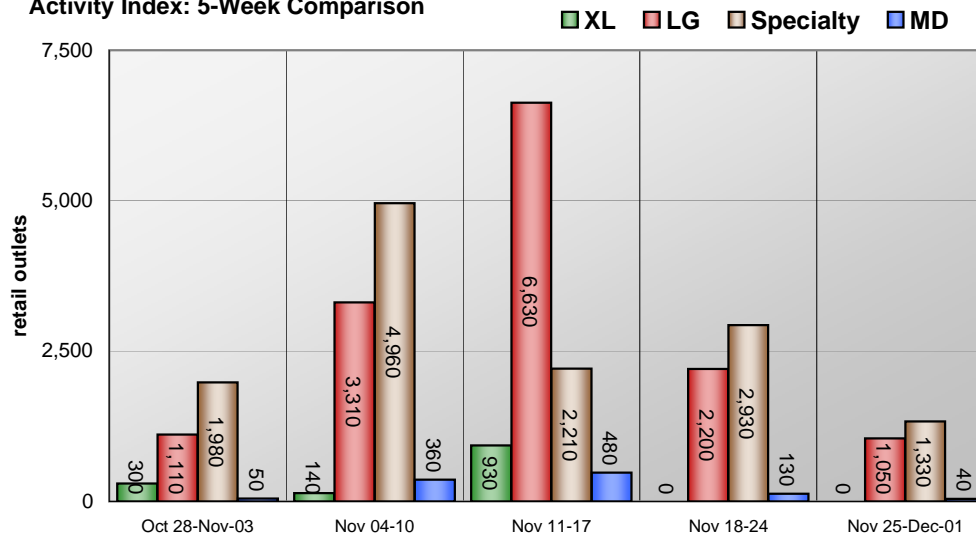
### Shell Egg Featuring - 11/25 thru 12/01

The activity index has dropped significantly compared to the past period. The price of shell eggs offered to consumers has gone down sharply since a week ago but on very limited feature activity. On specialty shell stocks, Omega-3 and cage-free showed up in increased volume at unchanged to higher prices. As the first round of holiday ads passes, consumers as well as retail and shell stock producers await the next holiday push.

### Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



### Activity Index: 5-Week Comparison



### Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)											
1/ Feature Rate 2/ Activity Index		24.5% of 3,800 sampled outlets Activity Index = 1,360 (includes Medium)						14.3% of 5,000 sampled outlets Activity Index = 720 (includes Medium)						8.3% of 2,400 sampled outlets Activity Index = 100 (includes Medium)											
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE								
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/						
USDA GRADE AA	White 12 pack				0.95			10	0.95										0.89			20	0.89		
	White 18 pack																								
	Brown 12 pack																								
	MEDIUM	White 12 pack								White 12 pack						White 12 pack									
USDA GRADE A	White 12 pack				0.99 - 1.00			60	1.00				0.33 - 0.68			510	0.48				0.50 - 0.59			70	0.56
	White 18 pack				1.50			130	1.50				0.99			130	0.99				0.99			10	0.99
	Brown 12 pack																								
	MEDIUM	White 12 pack White 30 pack			0.67			40	0.67	White 12 pack White 30 pack						White 12 pack White 30 pack									
S P E C I A L T Y	USDA ORGANIC																								
	White 12 pack Brown 12 pack																								
	OMEGA-3		2.99 - 4.19			350	3.47	2.69			80	2.69													
		White 12 pack Brown 12 pack	1.99 1.99 - 3.69			110 380	1.99 2.76																		
		CAGE-FREE																							
White 12 pack Brown 12 pack	2.50 - 3.69																		280	3.10					
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)											
1/ Feature Rate 2/ Activity Index		0.0% of 2,600 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 2,000 sampled outlets Activity Index = 0 (includes Medium)						23.5% of 900 sampled outlets Activity Index = 240 (includes Medium)											
USDA GRADE AA	White 12 pack										1.48			1.48						0.48 - 0.69			100	0.66	
	White 18 pack																			1.48			10	1.48	
	Brown 12 pack																								
	MEDIUM	White 12 pack						White 12 pack						White 12 pack											
USDA GRADE A	White 12 pack																								
	White 18 pack																								
	Brown 12 pack																								
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack											
S P E C I A L T Y	USDA ORGANIC																								
	White 12 pack Brown 12 pack																								
	OMEGA-3																								
	White 12 pack Brown 12 pack																								
		CAGE-FREE																							
White 12 pack Brown 12 pack		1.97 - 1.99																	130	1.99					

Note: See page 1 for explanatory notes.

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